

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

GCE Advanced Level

MEDIA STUDIES

2735

Media Issues and Debates

Wednesday

25 JANUARY 2006

Morning

2 hours

Additional materials:
16 page Answer booklet.

TIME 2 hours

INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number in the spaces provided on the answer booklet.
- Read all instructions and questions carefully.
- This question paper has three sections.
- You must answer **three** questions, one question from each section.
- You should make detailed reference to specific media texts/case studies to support points made in your answers.
- This is a synoptic assessment unit. It draws together all four media concepts:
Media forms and conventions
Media representations
Media institutions
Media audiences.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question.
- Each question is marked out of **30**. The total number of marks available for the paper is **90**.
- The quality of written communication will be taken into account in assessing your work.

This question paper consists of 3 printed pages and 1 blank page.

SECTION A – BROADCASTING

Answer **one** question from this section.

You should make detailed reference to specific media texts/case studies in your answer.

1 British Television Soap Opera

Discuss the importance of British soap opera for audiences and for television channels.

[30 marks]

2 Radio and Television News

“Broadcast news today is more concerned with entertaining than informing.” Discuss this view of radio and/or television news.

[30 marks]

3 British Broadcasting Since 1990

What have been the effects of the 1990, and subsequent, Broadcasting Acts?

[30 marks]

SECTION B – FILM

Answer **one** question from this section.

You should make detailed reference to specific media texts/case studies in your answer.

4 British Cinema Since 1990

How far is it important, for Britain to have a successful film industry?

[30 marks]

5 The Concept of Genre in Film

“No one would go to a film if they did not know what to expect. Films have to be predictable.” Discuss this view of the role of genre in film.

[30 marks]

6 Censorship and Film

“Films that have a lot of violence, bad language and explicit sexual scenes are bound to be a bad influence on society as a whole. It is time for stricter censorship.”

Discuss this view of the effects of film in our society.

[30 marks]

SECTION C – PRINT

Answer **one** question from this section.

You should make detailed reference to specific media texts/case studies in your answer.

7 Magazines and Gender

Is stereotyping by gender more evident in the advertisements or in the editorial content of magazines? [30 marks]

8 Local Newspapers

Discuss the beneficial effects that a local newspaper has for the community in which it is distributed. [30 marks]

9 Freedom, Regulation and Control in the British Press

Discuss the view that the British press should **not** be regulated. [30 marks]

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